

SBDNet

NATIONAL INFORMATION
CLEARINGHOUSE

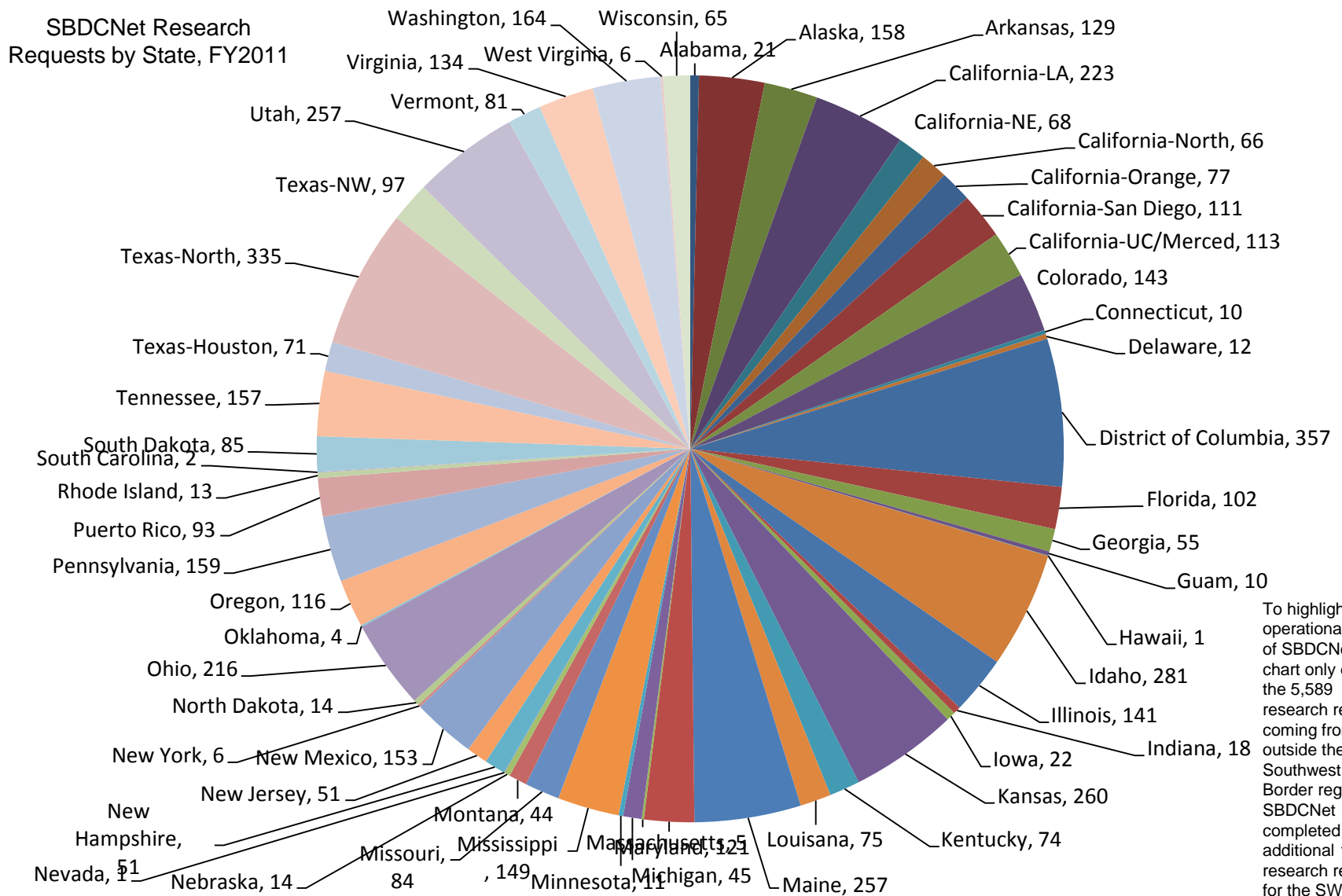
BIDC

Austin, TX

May 2014

SBDCNet Supports Small Businesses Across America

SBDCNet Research
Requests by State, FY2011



To highlight the operational reach of SBDCNet, this chart only depicts the 5,589 research requests coming from outside the Southwest Texas Border region. SBDCNet completed an additional 1,612 research requests for the SWTB region in FY11.

What Do We Deliver?

Business Research Services	Geographic Information Services (GIS)
Market research data	Visual presentation of key economic indicators
Articles	Demographic data on populations, households, income, education levels
Financial ratios	Consumer expenditure data
Demographic analysis	Retail sales data
Patent / trademark search	Drive time analyses
Sample business plans	Geocoding for mapping competitors & suppliers

Which Industries Do We Cover?

From Manufacturing...

Plastics Molding

Inland Empire SBDC Client

EXPANDING BUSINESS: Injection molding company that makes both the molds and manufactures the end product. Seeking working capital / expansion loan.

INFORMATION NEEDED: Industry Overview and Trends, Financial Ratios, Market Statistics, Competitor List, Trade Association List

...to Mining...

Mineral Extraction

Butte SBDC Client

EXPANDING BUSINESS: Bentonite extraction company that wants to expand business to wholesale side.

INFORMATION NEEDED: Annual Consumer Expenditures, Business Plan Sample, Startup Costs, Financial Ratios, Market Statistics

...to High-Tech...

Computer Chip Processing

Penn State SBDC Client

NEW BUSINESS: Engineering team with new "green" method for cleaning titanium and zirconium – no hazardous byproducts. Wants help sizing market for business plan and fundraising.

INFORMATION NEEDED: List of companies that manufacture & clean titanium and zirconium chips, Competitor List, Industry Overview and Trends.

...to Food...

Specialty Confectionery

Miami-Dade SBDC Client

NEW BUSINESS: Manufactures organic, non-dairy vegan treats. Flagship product, chocolate truffles, is low calorie, dairy-free and diabetic friendly.

INFORMATION NEEDED: Details on appropriate Miami-based warehouse / distribution / packaging facility.

...to Services...

Cultural Café

D.C. SBDC Client

EXPANDING BUSINESS: Sandwiches, wraps, & hot beverages amidst an African cultural environment; literary dialogue mixed with open mic, jazz nights.

INFORMATION NEEDED: Industry Overview and Trends, Ring Study Analysis, Financial Ratios, Market Statistics, Competitor List

...to Medical and more!

Surgical Appliances

LSU SBDC Client

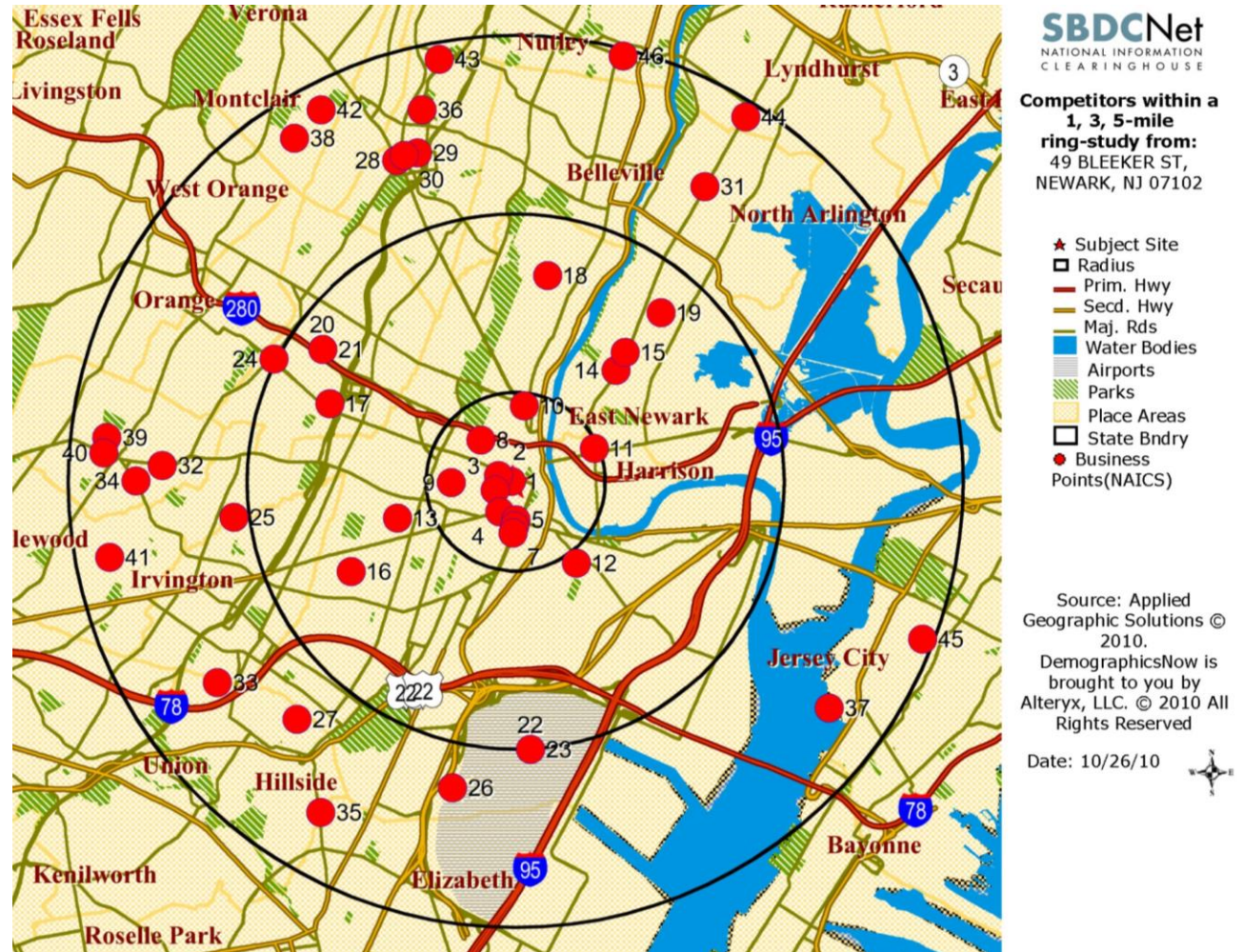
NEW BUSINESS: New version of Nerve Cuff which is unique because –Redacted- Confidential

INFORMATION NEEDED: Market Statistics, Competitor List, Industry Overview and Trends

GIS Map: Competitor Locations

Usage Tips

- Show competitors in relation to SBDC client's location
- Circle size can be customized for your client
- Great way to help SBDC clients understand their competitive landscape and pinpoint opportunities



GIS Report: Competitor List (partial listing)

Usage Tips

- Provides details about client's competitors, including: company name, location, number of employees at each location, whether the location is a competitor's single location or branch, estimated annual sales volume, the competitor's NAICS and SIC code and a latitude and longitude coordinate.



Date: 10/26/10
Current Geography Selection: 1,3,5 mile radii: 49 BLEEKER ST, NEWARK, NJ 07102

Lat: 40.741864 Long: -74.173005
City: Newark Pop: 273,262
County: Essex County Pop: 756,146
Zip: 07102 Pop: 9,396

Business List Report (NAICS)

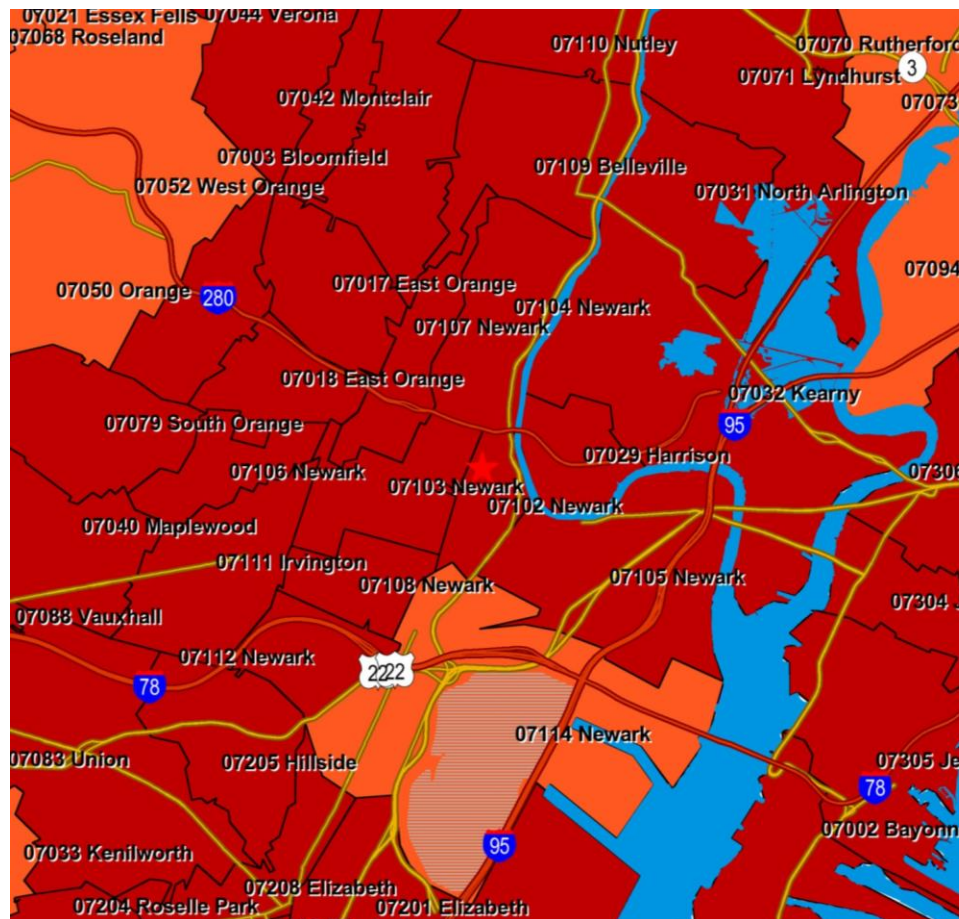
NAICS codes: 451211: Book Stores
Sort Results By: Distance (Ascending)

#	Distance	Company Name	City	State	Employees Here	Employees Total**	Location Type	Annual Sales Volume*	SIC	NAICS	Latitude	Longitude
1	0.05	New Jersey Books Inc	Newark	NJ	11		0 Branch	\$0	59420000	451211	40.741987	-74.173854
2	0.20	Follett Higher Edcatn Group Inc New Jersey Inst Tech Bkstr	Newark	NJ	10		0 Branch	\$0	59429904	451211	40.742894	-74.176669
3	0.24	Follett Higher Edcatn Group Inc	Newark	NJ	4		0 Branch	\$0	59429904	451211	40.740507	-74.177324
4	0.38	New Jersey Books Inc	Newark	NJ	39		52 HQ	51929901 \$0 59320300 59420000	424920 463310 451211		40.737020	-74.176423
5	0.43	Ngit Book Store	Newark	NJ	2		2 Single Location	\$110,000	59420000	451211	40.735700	-74.172930
6	0.49	Alamaana Muslim Merchants Alamaana Muslim Merchants	Newark	NJ	1		1 Single Location	\$70,000	59420000 54110000	451211 445110	40.734739	-74.173202
7	0.58	A & B Distributors Inc Source of Knowledge	Newark	NJ	1		0 Branch	\$0	59420000	451211	40.733536	-74.173559
8	0.61	Barnes & Noble College Satan Hall Univ Schi Law Bkstr	Newark	NJ	2		0 Branch	\$0	59429904	451211	40.748684	-74.180372
9	0.72	Matthew Med & Scientific Bk Matthews Umarji Bookstore	Newark	NJ	3		0 Branch	\$0	59420000	451211	40.741781	-74.186711
10	0.86	Christian Shaddai Book St	Newark	NJ	2		2 Single Location	\$83,000	59429902	451211	40.754189	-74.171129

GIS Map: Population Density

Usage Tips

- Show population by zip code
- Darker color = more people
- Great to use with SBDC clients who want to know how many potential customers live in their target market



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Theme Basic
Variables (2010)
Population Density
by ZIP Codes
around Newark, NJ

■ Above 3800
■ 335 to 3800
■ 30 to 335
■ 2.65 to 30
■ Below 2.65

★ Subject Site
● Big City Ctr
● Medium City Ctr
● Small City Ctr
— Prim. Hwy
— Secd. Hwy
■ Water Bodies
■ Airports

Source: Applied
Geographic Solutions ©
2010.

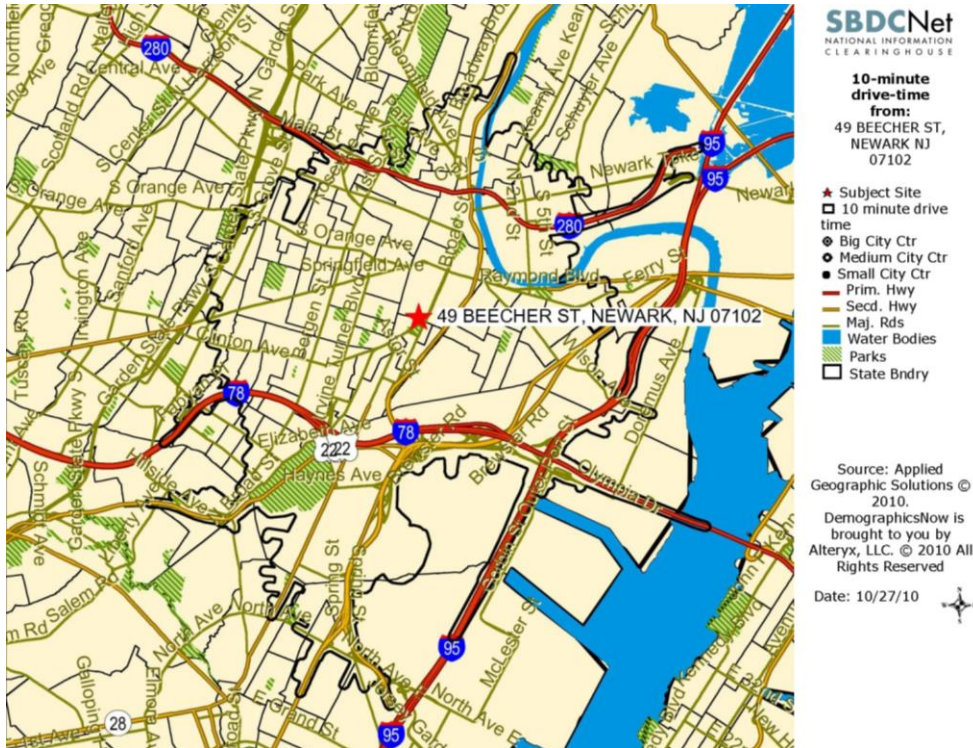
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Date: 10/26/10



GIS Map: 10 Minute Drive Time

Usage Tips

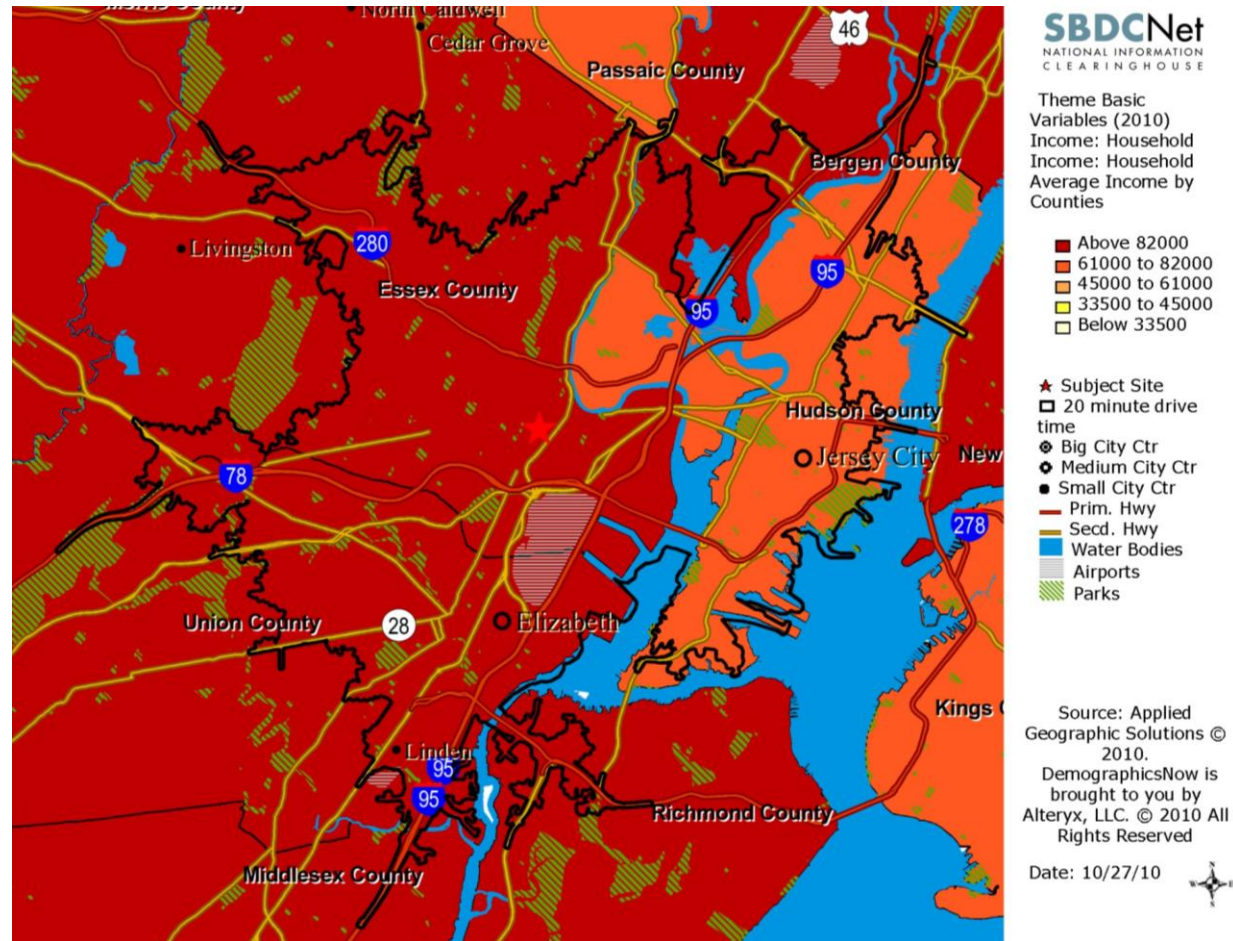


- Show drive times to client location
- Irregular black line shows time boundaries
- Great to use with SBDC clients to help them gauge their accessibility to their targeted customers

GIS Map: Average Incomes Inside 20 min.

Usage Tips

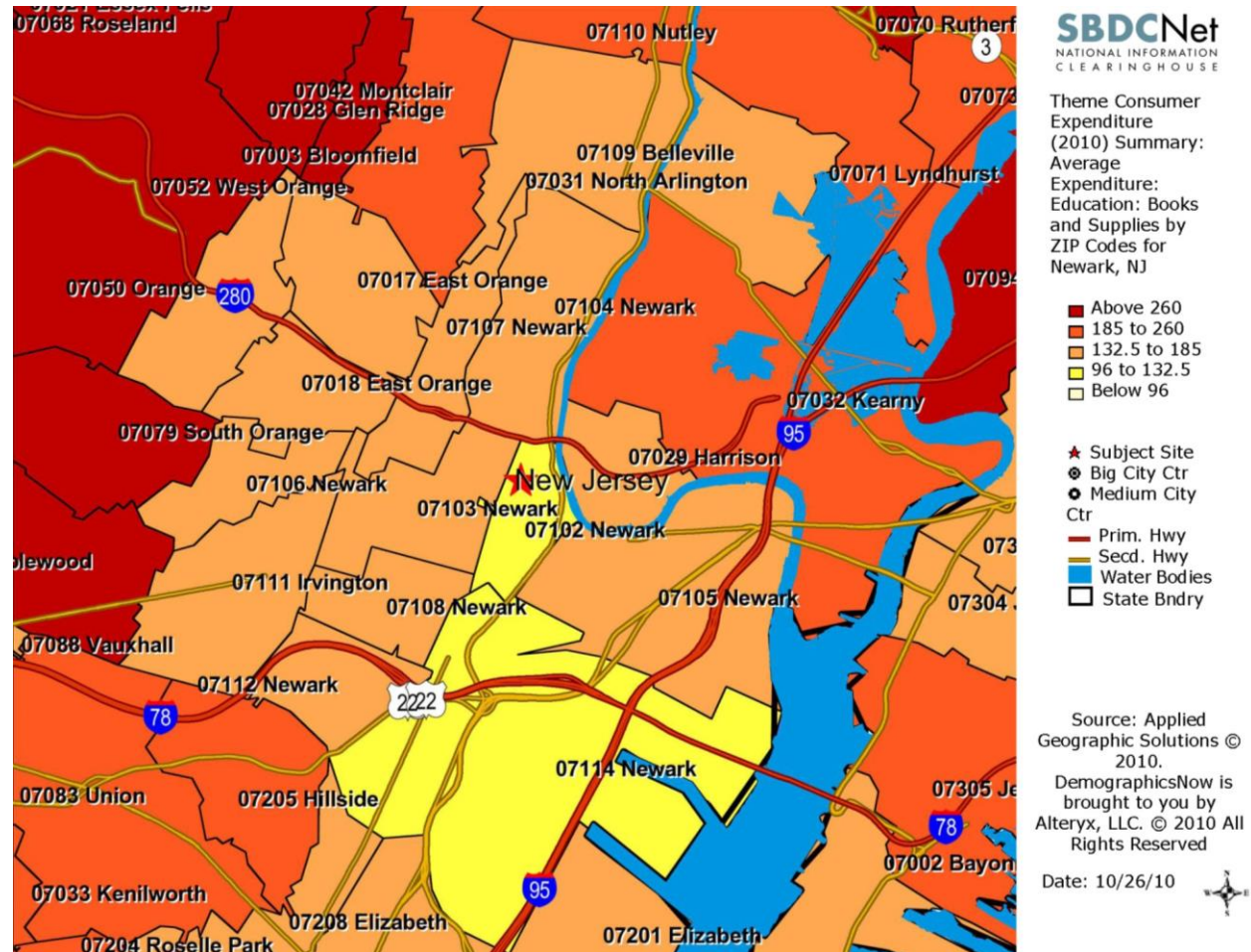
- Show average household income by counties and drive times to client's location
- Darker color = more income
- Irregular black line shows 20 minute drive time area (inside line)
- Helps clients understand income patterns around a location



GIS Map: Consumer Expenditures

Usage Tips

- Shows estimated consumer spending levels for a client's industry in each zip code
- Very useful for a client to see where the greatest potential demand is for their business.



GIS Report: Consumer Expenditure Comparison

Usage Tips

- Shows average household annual expenditures on different types of industries. It also provides data on number of households and income levels.

- Helps clients evaluate the relative demand for their chosen industry within their local market area, county, state and the nation.



Date: 10/22/10
 Current Geography Selection: (3 Selected) 1, 3, 5 mile radii: 49 BLEEKER ST, NEWARK, NJ 07102
 Lat: 40.741864 Long: -74.173005
 City: Newark Pop: 269,891
 County: Essex County Pop: 756,146
 Zip: 07102 Pop: 9,396

Consumer Expenditure Comparison Report

	1 Miles:	3 Miles:	5 Miles:	Essex County	New Jersey	Entire US
2009 Consumer Expenditures (Average Household Annual Expenditures):						
Total Households	13,688	120,338	242,958	265,049	3,178,750	113,900,247
Median Household Income	\$32,931	\$38,092	\$47,036	\$55,919	\$69,779	\$53,684
Total Average Household Expenditure	\$41,599	\$43,454	\$49,316	\$61,611	\$65,627	\$54,001
Airline Fares	\$294.07	\$307.45	\$362.35	\$494.35	\$525.36	\$407.84
Alcoholic Beverages	\$483.40	\$501.50	\$579.72	\$758.37	\$803.90	\$641.82
Alimony And Child Support	\$207.55	\$218.24	\$257.88	\$345.98	\$369.27	\$287.91
Apparel	\$2,026.83	\$2,112.70	\$2,389.95	\$3,002.68	\$3,169.78	\$2,591.32
Apparel Services And Accessories	\$302.48	\$319.07	\$375.15	\$511.05	\$540.93	\$418.84
Audio Equipment	\$71.88	\$74.68	\$83.60	\$101.86	\$108.09	\$90.48
Babysitting And Elderly Care	\$340.52	\$363.87	\$423.34	\$562.83	\$590.94	\$460.09
Books	\$49.98	\$51.95	\$59.19	\$74.08	\$79.10	\$64.86
Books And Supplies	\$140.38	\$145.03	\$170.57	\$236.59	\$247.77	\$187.23
Boys Apparel	\$99.97	\$106.20	\$118.43	\$146.99	\$152.31	\$125.49
Cellular Phone Service	\$352.51	\$362.87	\$397.72	\$466.35	\$489.76	\$420.26
Cigarettes	\$269.35	\$276.31	\$293.50	\$323.75	\$338.59	\$308.47
Computer Hardware	\$280.98	\$295.35	\$342.02	\$435.18	\$468.57	\$377.51
Computer Information Services	\$142.28	\$148.31	\$169.85	\$213.41	\$226.23	\$181.44

GIS Report: Retail Sales Potential

Usage Tips

- Useful for getting a broad demographic profile for an area as well as potential sales for a particular type of business
- Includes general data on population, households and income
- Bulk of data in report shows potential retail sales across different industries in both aggregate dollars and an index value
- Index values greater than 100 mean that an industry at this location should enjoy relatively more consumer demand than the national average
- Helps clients gauge the amount of consumer demand for their business

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Retail Sales Potential Summary Report

Index Base Average = 100

Index Base File: US

Demographic Overview

Total Population	696,088	Total Households	242,958	Median Income	\$47,036
% Male Population	48.30%	Average Household Size	2.8	Per Capita Income	\$22,058
% Female Population	51.70%	Household Growth from 1990 to 2000	1.90%	Average Household Income	\$60,526
Median Age	35.2	% Owner Occupied Housing Units	32.50%	Employees	311,563
Population Density	8,862.90	% Renter Occupied Housing Units	52.00%	Establishments	24,898
		% Vacant Housing Units	15.40%		

Current Year Annual	Aggregate Dollars	Average Dollars	Percent of Total	Index
Appliances and Electronics Stores	\$208,768,857	\$859.28	2.70%	90
Art Dealers	\$2,906,094	\$11.96	0.00%	90
Auto Parts and Accessories	\$125,855,478	\$518.01	1.70%	93
Book Stores	\$75,515,298	\$310.82	1.00%	93
Camera and Photography Stores	\$15,503,690	\$63.81	0.20%	91
Children's and Infant's Clothing Stores	\$27,575,346	\$113.50	0.40%	93
Clothing Accessory Stores	\$5,466,725	\$22.50	0.10%	90
Computer Stores	\$377,023,621	\$1,551.80	4.90%	91
Convenience Stores	\$65,463,363	\$269.44	0.90%	91
Costmetics and Beauty Stores	\$12,943,923	\$53.28	0.20%	91
Department Stores	\$720,631,660	\$2,966.07	9.40%	90
Drinking Places	\$21,848,771	\$89.93	0.30%	90
Family Clothing Stores	\$104,414,169	\$429.76	1.40%	92

GIS Report: Demographic Detail Comparison

Usage Tips

- Shows wide variety of demographic indicators (population, households, income, housing units, employment, education, marital status, vehicles, etc.)
- Gives current values and trend data for these indicators, and also provides comparisons between the local market, county, state and the nation.
- Helps clients understand their target customer. Can also help clients with multiple locations see how their customers might vary in a new location.



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Lat:40.741864 Long:-74.173005
City: Newark Pop: 273,262
County: Essex County Pop: 756,146
Zip: 07102 Pop: 9,396

Demographic Detail Comparison Report

	1 Miles:	3 Miles:	5 Miles:	Essex County	New Jersey	Entire US
Spring 2010 Demographics						
Total Population	39,608	361,953	706,614	767,412	8,714,494	308,183,362
Total Households	14,280	126,254	254,603	280,976	3,197,937	115,256,007
Female Population	19,064	184,649	363,635	397,088	4,439,316	156,098,852
% Female	48.1%	51.0%	51.5%	51.7%	50.9%	50.7%
Male Population	20,544	177,304	342,979	370,324	4,275,178	152,084,510
% Male	51.9%	49.0%	48.5%	48.3%	49.1%	49.4%
Population Density (per Sq. Mi.)	12,607.7	12,801.5	8,996.9	5,991.4	1,154.6	85.7
Age:						
Age 0 - 4	6.9%	7.7%	7.3%	7.3%	6.5%	6.9%
Age 5 - 14	11.9%	14.4%	13.7%	13.8%	12.8%	13.2%
Age 15 - 19	8.6%	7.7%	7.3%	6.9%	6.7%	6.8%
Age 20 - 24	9.6%	8.0%	7.5%	6.8%	6.4%	6.9%
Age 25 - 34	14.6%	14.0%	13.6%	12.8%	12.1%	13.5%
Age 35 - 44	14.9%	14.2%	14.5%	14.2%	14.3%	13.5%
Age 45 - 54	13.4%	13.3%	14.2%	14.7%	15.6%	14.3%
Age 55 - 64	9.9%	10.4%	10.8%	11.2%	11.9%	11.6%
Age 65 - 74	5.9%	6.0%	6.2%	6.7%	7.3%	7.1%
Age 75 - 84	2.9%	3.0%	3.3%	3.7%	4.4%	4.2%
Age 85 +	1.4%	1.4%	1.6%	1.9%	2.1%	2.0%
Median Age	33.9	33.7	35.5	36.8	39.1	37.1
Housing Units						
Total Housing Units	15,989	145,289	286,402	314,812	3,550,463	131,030,052
Owner Occupied Housing Units	19.8%	25.5%	33.8%	42.4%	60.6%	59.0%
Renter Occupied Housing Units	69.6%	61.4%	55.1%	46.9%	29.5%	29.0%
Vacant Housing Units	10.7%	13.1%	11.1%	10.8%	9.9%	12.0%